

UNIVERSITI TEKNOLOGI MARA

**FACTORS CONSUMERS IN
HALALAN TAYYIBAN AMONG
STUDENTS IN UITM PUNCAK
ALAM**

NURUL IZZAH BINTI MAHBOB

Diploma in Muamalat

Academy of Contemporary Islamic Studies

January 2020

AUTHOR'S DECLARATION

I declare that the work in this thesis carried out in accordance with the regulations of University Technology MARA. It is original and is the result of my own work, unless otherwise indicate or acknowledge as referenced work. This thesis not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have supplied with the Academic Rules and Regulations for Post Graduate, University Technology MARA, regulating the conduct of my study and research.

Name of Student : Nurul Izzah Binti Mahbob

Student ID. No : 2017678656

Programme : Diploma in Muamalat

Faculty : Academy of Contemporary Islamic Studies

Thesis Tittle : Factors Consumer in Halalan Tayyiban among
Students in Uitm Puncak Alam

Signature of Students :

Date : January 2020

ABSTRACT

Halal food is not the main choice for Malay or Islamic Consumers. This is because they are less aware of the concept of halal and less concerned about their food. Most Muslim buyer still give priority to other aspects such as price, taste, packaging and quality. In addition, Muslim consumers still have a poor understanding of the importance of using halal products and goods. This research aim is to analyse the factors of student in Uitm Puncak Alam not choose in Halalan Tayyiban products, to know what the concept of the Consumer in Halalan Tayyiban is, and to study the level understanding of the student in Uitm Puncak Alam about Halalan Tayyiban in their food selection. This research is used quantitative method. Thus, survey questionnaire used to achieve objective for this research, which is to know the understanding and the factors consumers in Halalan Tayyiban among the students in Uitm Puncak Alam. The result of the study also suggested that a give student understanding concept of Halal and illegal with promotes activities, or programs related to halal nutrition and prevents them from consuming obscure foods with no legal halal status. Some of the activities that be done such as lectures or pamphlets being distributed to teens and gives talk to them about the information of health halal nutrition food.

TABLE OF CONTENT

AUTHOR’S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF FIGURE	viii

CHAPTER ONE : RESEARCH OVERVIEW	1
1.1 Introduction	1
1.2 Research Background	2
1.3 Problem Statement	3
1.4 Purpose of Research	5
1.5 Research Objectives	5
1.6 Research Question	5
1.7 Limitation Research	5
1.8 Summary	6
 CHAPTER TWO : LITERATURE REVIEW	 7
2.1 Introduction	7
2.2 Definition of Halal	7
2.3 Concept of Halal	8
2.4 Issues of the Factors of Consumer in choosing their food	8
2.5 Legality of Halal	12
2.5.1 Quranic Verses	12

2.5.2 Hadith	14
2.5.3 Legal Maxim	15
2.6 Summary	16
 CHAPTER THREE : RESEARCH METHODOLOGY	 17
3.1 Introduction	17
3.2 Research Design	17
3.3 Data Collection Methods and Process	19
3.4 Sampling	19
3.5 Sources Data and Instrument	20
3.6 Analysis of Data	20
3.7 Validity	21
3.8 Summary	21
 CHAPTER FOUR : FINDINGS	 22
4.1 Introduction	22
4.2 Findings	22
4.3 Summary	35
 CHAPTER FIVE : DISCUSSION AND RECOMMENDATIONS	 36
5.1 Introduction	36
5.2 Discussion	36
5.3 Recommendations	38
5.3.1 Give students understanding concept of Halal and illegal food	38